Form ADV Part 2A – Disclosure Brochure

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Section 1: This brochure provides information about the qualifications and business practices of Cypress Point Wealth Management, LLC. If you have any questions about the contents of this brochure, please contact us at 214-736-8887 or email at jkull@cypress-wealth.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

Although Cypress Point Wealth Management may use the term "registered investment adviser" or the term "registered" throughout this Form ADV Part 2A, the use of these terms is not intended to imply a certain level of skill or training.

Additional information about Cypress Point Wealth Management, LLC is available on the SEC's website at www.adviserinfo.sec.gov. The SEC's website also provides information about persons affiliated with Cypress Point who are registered, or are required to be registered, as investment adviser representatives of the firm.

Section 2: Material Changes

This section informs you of any substantive changes to our policies and practices or potential conflicts of interests to allow you to more easily determine whether you should review the entire brochure or contact us with questions regarding those changes.

Jimmy Kull assumed the role of Chief Compliance Officer upon the departure of Glenda Bianchi in May 2015.

Section 3: Table of Contents

Section 4: Advisory Business

Firm History and Ownership

Jimmy Kull and William Taylor met in 2003 as independent financial advisors with Raymond James Financial Services. Over the years, they began consulting with one another on unique client situations that each encountered in their individual practices.

As they continued to collaborate, it became obvious that they not only shared similar core values but also offered complementary approaches to problem solving. By combining their individual practices into a team approach, they knew they would be able to offer a wider range of more personalized services to their clients.

Jimmy and William founded Cypress Wealth Management, LLC in 2007. Jerry Mallonee, who had worked alongside Jimmy and William at Raymond James, joined Cypress in 2008. Jerry began a second career as an independent financial advisor in 2002 after retiring as a Managing Tax Partner from Arthur Andersen.

Because Cypress Wealth Management, LLC was too similar to an existing trademarked name, we began exploring new names that would allow us to preserve the iconic lone cypress which has been a source of vision and inspiration. In 2012, we legally changed the name of the firm from Cypress Wealth Management, LLC to Cypress Point Wealth Management, LLC ("Cypress Point"). This change was effective March 31, 2012 to coincide with our annual SEC filing.

One of our firm's strongest advocates asked if he could show his support in a tangible way by buying a minority equity ownership in our business in 2011. This idea presented certain real or perceived conflicts of interest. Since many of our clients know one another and refer their friends and family to us, having one of those clients as an unrestricted owner could result in him having access to clients' confidential information.

We were able to restrict such access in our operating agreement and therefore decided to allow that client advocate to purchase a minority interest in our business. Further, to limit any conflict of interest, we revised our operating agreement to exclude this person from any confidential client information related to other clients. . We have always valued his thoughtful approach to decision making, his business acumen, and his long-term commitment both personally and professionally.

Jimmy Kull and William Taylor retain majority ownership and control while the client advocate owns roughly 15%.

Today, Cypress Point provides fee-only financial planning and investment management services primarily to high net worth individuals and families. While our team continues to grow over the years with the additions of Melanie Lott, William Litton, Patrick Keel, Krista Norman, Ai Vee McAninch, Ben Wilson and Janeice Holt, our culture remains constant. We care about what keeps our clients up at night. Our passion is to create solutions to simplify their lives. We handle the details and allow our clients to spend time doing what they enjoy with the people they love.

As family dynamics and wealth transfer become more complex, we have extended our services to accommodate our clients' needs. Some of the accounts we manage are registered as trusts, estates, family limited partnerships, donor advised charitable funds, limited liability corporations and other business entities.

To illustrate our philosophy of tailoring our services to the needs of our clients, two of our small business owner clients asked for our help in establishing 401(k) plans for their employees. While we do not hold ourselves out as pension or profit sharing plan advisors and while this is not a line of business we would ever want to pursue, we are still flexible enough to help with that need.

Types of Advisory Services

Cypress Point offers a broad range of services to its clients including financial planning, investment management and administrative assistance. Our process begins with a free consultation to determine your current financial situation and the areas where our professional experience may be appropriate.

After the initial meeting(s) and if we are engaged, we typically spend several hours analyzing your financial situation including your existing investment portfolio, the need for current income, the appropriate time horizon(s), and your risk tolerance, stated goals and objectives. Depending on the complexity of your needs, sophistication, and stated objectives, we may recommend the development of a formalized financial plan prior to beginning the investment management process. This additional service is performed under a separate contract and the fee is negotiable depending on scope and time required.

In addition to our investment management and financial planning services, the firm also provides consulting or administrative services to some clients.

Financial Planning

We provide sensible and unbiased financial planning solutions in the following areas:

- Financial analysis of current position
- Personal budgeting and cash flow
- Retirement needs analysis
- Educational funding needs analysis
- Insurance needs analysis
- Investment planning recommendations
- Estate planning and wealth transfer recommendations
- Tax planning recommendations
- Income and asset protection recommendations

The above fee only services can be undertaken either on a comprehensive or a modular basis. All services and fees are outlined in a written financial planning agreement.

Our planning process typically begins with a free consultation to determine the scope of the financial planning required and to gather initial documents. After we review the information, we determine the cost to provide the requested service(s) and finalize a financial planning agreement.

At this point, we provide you with a list of the financial documents we will require. This information typically includes everything necessary to create a personal balance sheet and income statement and may include tax returns, bank and credit card statements, mortgage statements, insurance policies, employee benefit plans, brokerage statements, and any trust or estate documents depending on whether we are providing a comprehensive plan or simply reviewing a specific area listed above.

The next step in our financial planning process is to evaluate your current financial situation with the aid of financial planning software and possibly other research tools. We run various scenarios to determine alternatives for achieving your financial objectives and to determine potential problem areas requiring further discussion. After the preliminary evaluation is complete, we generally discuss the preliminary findings with you to further refine recommendations and prioritize your goals before presenting you with the final plan.

We believe that a plan is only as good as the implementation and consistent monitoring. Therefore, we frequently coordinate our services with those of our clients' other advisors (accountant, attorney, insurance agent, business manager, agent, etc.) to ensure that all aspects of your financial situation work together efficiently to achieve your long term personal and financial goals.

Investment Management

Our investment advisory agreement allows us to execute trades for your account without requiring your prior approval. This is known as discretion. All investment engagements are fully discretionary except in the context of some clients' employer-sponsored 401ks and other defined contribution and defined benefit plans where we have no trading authority and private equity or hedge fund investments for some office clients that require their signature as the sole authorized party.

Our philosophy is primarily that of a long-term, low turnover strategy in a balanced, well-diversified portfolio. We believe we can achieve diversification and meet client objectives through the appropriate allocation of mutual funds, ETFs and alternative investments.

We carefully evaluate the risk and reward of every investment decision. The purchasing of investments may be implemented over an appropriate period in order to take advantage of market fluctuations.

Cypress Point provides continuous investment advisory services including the following:

- Developing an asset allocation strategy that takes into consideration your risk tolerance, time horizon and financial objectives
- Recommending specific investments
- Placing trades for your account with your custodian
- Assisting with custodian paperwork and following up on requested service issues
- Monitoring your portfolio
- Calculating performance as requested

NOTE*: Cypress Point does not provide tax preparation, tax advice, or legal counsel. We encourage you to consult your accountant or attorney on all tax and legal matters, respectively.*

Hourly Consulting

From time to time, you may need assistance with financial questions. This often includes decision-making, problem solving, or interpretation of financial data such as budgeting or cash flow analysis. While many of these questions are answered within the scope of traditional investment management, there are occasionally times when advice is needed which is beyond investment management but not extensive enough for formal financial planning. There are also times when the advice is requested by friends or family members whom you have referred to us. As a service to our clients, we provide consulting on an hourly basis in these situations.

Family Office Service

Ultra-high net worth families face complex issues that require multiple areas of expertise. This complexity is compounded by the same concerns shared by our investment advisory clients: who can we trust, and is the advice we receive truly objective?

For a select group of families referred to us by other clients, attorneys or accountants, we provide a more "concierge-level" of service. Each of these families considers us their primary trusted advisor. In essence, we become a part of the family and, together with other professionals, help clients create, implement, and monitor strategies and reporting related to estate planning, income taxes, investments, philanthropy, generational wealth and cash management.

These services are typically available to families with a minimum net worth of $50 million. Because we carefully limit the number of these special relationships, we are able to provide a very high level of personal service to a few while maintaining a high overall standard of service to our traditional investment advisory clients.

Our Family Office Services are offered under a separate special services contract. Services are tailored to the family and include one or more of the following.

- Personal CFO outsourcing

  Personal financial statement preparation
  Document management and recordkeeping
  Coordinating bill pay services
  Cash management

- Investment Strategy Consulting

  Reviewing private investments outside of our management
  Comprehensive performance reporting
  Investment manager selection and monitoring
  Portfolio management

- Risk Management & Asset Protection Consulting

  Life insurance analysis
  Debt structure and analysis – Bank financing
  Fraud detection/accountability

- Integrating Overall Financial Picture

  Estate planning
  Philanthropic planning
  Entity administration (FLPs, CLTs, CRTs, Installment Sales, etc.)
  Tax effective strategies
  Retirement planning

- Proactive management of client affairs

  Family meetings and educating future generations
  Coordinating sale or purchase of homes

Wrap Fee Programs

Some firms bundle investment management, research, brokerage and custodial services and charge a single fee known as a wrap fee. We do not participate in wrap fee programs. We believe not only in being transparent in our compensation but also seeking the best combination of value and service from third party service providers.

Current Client Assets

As of December 31, 2014, Cypress Point had approximately $356 million in discretionary assets under management and $130 million in non-discretionary assets under management for a total of $486 million under management. The non-discretionary assets include private equity, hedge funds, and real estate for which there are not readily available market values. Since our fees for managing these assets are negotiated on a flat fee basis, we are reflecting the value of those assets at their cost basis unless otherwise instructed by the clients. In the event the value declines to zero, it is promptly reflected. Additional assets for which we give occasional advice but do not have ongoing supervision are not included in these amounts.

Section 5: Fees and Compensation

Financial Planning Fees

Because each client's requirements for a financial plan vary in terms of complexity of issues and current financial position, plan fees vary significantly. Plan fees are determined by Cypress Point after an initial client meeting and are based on the estimated time to complete the plan as required. Fees may typically range from $3,000 to $7,500 with one-half of the fee due at the onset of the planning process and the remainder due upon presentation of the final plan document. This fee can be structured on an hourly or flat rate basis and is in addition to Investment Management fees. The scope of financial planning services to be completed along with the total fee is outlined in the Financial Planning Service Agreement.

Investment Management Fees

Prior to 2009, Cypress Point charged its clients an annual fee that was based upon differing annual rates for equity, fixed income and cash equivalents. A typical client at the highest fee would have paid 1% on equity securities and 0.5% on fixed income.

After the market events of late 2008 and early 2009, it became obvious that any major reallocations between equities, fixed income and cash would result in wide increases or decreases in a client's investment management fees and therefore would place the portfolio managers in a significant conflict of interest. At that time, we also began having conversations with current and prospective clients who preferred a single fee schedule based on total assets under management.

While we have grandfathered the original fee schedule for any relationship existing prior to 2009, Cypress Point now charges all new client relationships investment management fees at an annual rate based on the amount of the client's total assets under management (see table below). This fee schedule is also offered to any existing client relationship.

Portfolio Value	Annual Rate
First $1,000,000	0.90%
Next $1,000,000	0.80%
Next $3,000,000	0.70%
Next $5,000,000	0.60%
Over $10,000,000	0.50%

Your investment management fee schedule is determined prior to any investment management fees being incurred and is outlined on Schedule B of your signed Investment Advisory Agreement. Any changes to your fee schedule must be amended in writing on an updated Schedule B. Fees are based on the complexity of your individual situation and are negotiable.

Fees are calculated on a cumulative basis, so that a client with $3,600,000 under management would pay 0.90% on $1,000,000, 0.80% on $1,000,000 and 0.70% on $1,600,000. Fees are calculated based on the portfolio valuation as determined by the account custodian at the close of market on the last business day of each quarter.

Portfolios generally are aggregated by family relationship. Fees for the initial period are paid in full upon the funding of each account. This initial fee is prorated based upon the date of such funding and the market value of the assets in the account. We may at our discretion waive this initial fee. Otherwise, fees are billed quarterly in advance at the rate of one fourth of the annual fee shown above.

We prefer to deduct your fee directly from your brokerage account. As an accommodation to some clients, we have provided invoices and allowed clients to remit their payment by mail. However, this is not an efficient use of our time and resources.

You should be aware that our ability to deduct our fee from your account is deemed custody by the Securities and Exchange Commission even though your investments and funds are held by an unrelated qualified custodian.

Our annual investment management fee is separate from any transaction, exchange, wire transfer, margin interest or account fee charged by your qualified custodian. Some custodians may charge a transaction fee on certain mutual funds so that clients may be paying more to purchase or sell these funds than if we went directly to these fund families on behalf of clients.

To the extent that your assets are invested in mutual funds (including money markets) and exchange traded funds (also known as ETFs), our fee for monitoring those assets is in addition to the fees charged by those fund companies. Even a no load or load waived mutual fund charges an internal fee to compensate the manager of the fund and to pay for the fund company's administrative expenses. Please refer to each fund's prospectus for a detailed discussion of the fees and expenses charged by the fund company. Prospectuses are provided to you free of charge by your custodian and will be mailed or emailed to you at the address you provided to your custodian.

It should be noted that Cypress Point's main selection criterion employs selecting securities which maintain below average annual expense ratios to their respective peer groups. Other criteria include style, consistency of adherence to style, management tenure, historical performance, consistency of historical performance, etc. Other characteristics of a security may be such that Cypress Point elects to use that particular fund even if its annual expense ratio is somewhat greater than the average expense ratio of its peers.

For further information on the factors that we consider in selecting or recommending broker-dealers for client transactions and determining the reasonableness of their compensation including commissions, please refer to Section 12: Brokerage Practices.

Hourly Consulting Fees

In the event that clients request consultation on matters outside of the scope of investment management services, Cypress Point charge a negotiable hourly consulting fee of $350 per hour, which is due immediately upon conclusion of the consulting engagement. The scope of services to be completed on an hourly basis is outlined in an Hourly Financial Services Agreement.

Family Office Service Fees

The scope of services to be provided is outlined in the Family Office Agreement and is charged on a quarterly basis in advance at a negotiated rate based on the estimated time and complexity of services. Typical annual fees are more than $100,000 and often considerably higher. These fees are negotiable.

Termination of Advisory Relationship and Refund of Prepaid Fees

The Investment Advisory Agreement, Hourly Financial Services Agreement and Family Office Service Agreement are effective until terminated by either party. These agreements allow for the client to terminate the agreement immediately upon delivery to the firm of written notice to such effect, and the firm to terminate the agreement with 30 days prior written notice to the client. The Financial Planning Services Agreement does not allow for termination until the close of the project.

The client may terminate all Agreements without incurring fees or penalty within five (5) business days after entering any Agreement. Otherwise, at the date of termination, any prepaid and unearned fees will be refunded to the client on a pro rata basis upon request. We will provide an accounting on a year to date basis in the event of termination of investment advisory services during a quarter. If the client fails to provide written notice, they forfeit any prepaid and unearned fees.

Compensation for the Sale of Securities

We do not receive commission on any security for which we also charge an investment advisory fee. We do receive non-monetary compensation including discounts on software and seminars. For further information, please refer to Section 12: Brokerage Practices.

In regard to our financial planning services, we previously offered insurance products as an accommodation to our clients for which we received a commission. This presented a potential conflict of interest to the extent that it gave us an incentive to recommend investment products based on the compensation received, rather than on a client's needs.

As a firm, we made a decision not only to be transparent in our fees but also to remove potential or perceived conflicts of interest. Therefore, we did not renew our insurance licenses and do not anticipate offering that service to any current or future clients.

Section 6: Performance Based Fees and Side-By-Side Management

Cypress Point does not use a performance-based fee structure because of the potential conflict of interest. We believe that performance-based compensation creates an incentive for an adviser to recommend an investment that may carry a higher degree of risk to the client. Investment management fees are based on assets under management only.

Section 7: Types of Clients

We provide portfolio management services primarily to high net worth individuals, families, charitable organizations, trusts, foundations, and endowments. These client relationships vary in scope and length of service.

Account Minimums

Our current minimum account size is $3,000,000 per household or roughly $25,000 in annual fees. We have the discretion to waive the account minimums. In certain circumstances, new relationships of less than $3,000,000 may be accepted at a higher negotiated fee schedule. These situations include referrals from existing clients, individuals with long term growth potential and younger clients who demonstrate a savings discipline.

Section 8: Methods of Analysis, Investment Strategies, and Risk of Loss

General Risk of Loss Statement

Prior to entering into any investment, you should carefully consider the following:

1. Investing in securities involves risk of loss which you should be prepared to bear.
2. Securities markets experience varying degrees of volatility.
3. Over time the value of your assets may fluctuate and at anytime be worth more or less than the amount you originally invested.
4. You should invest only those assets that you believe you will not need for current purposes and that can be invested on a long term basis, usually a minimum of five to seven years.
5. Mutual funds and ETFs are not guaranteed or insured by the FDIC or any other government agency.
6. Past performance is not a reliable indicator of future performance. It may help you assess a fund's volatility over time.
7. All mutual funds and ETFs have costs that lower your investment returns.

Frequently Used Investments

Mutual Funds

A mutual fund is an investment company that pools money from many investors to invest in stocks, bonds, short term money market instruments, other securities or assets, or some combination of these underlying investments. Each mutual fund share represents an investor's proportionate ownership of the fund's holdings and the income generated by those holdings. The price that investors pay for mutual fund shares is based on the fund's net asset value (NAV) at the end of the trading day plus any shareholder fees that the fund imposes at the time of purchase (such as sales loads).

Most mutual funds fall into one of three main categories—money market funds, bond (fixed income) funds, and stock (equity) funds. Each has different strategies, features, risks and rewards. As with any investment, the higher the potential return, generally the higher the risk of loss.

Exchange Traded Funds (ETFs)

An ETF is another type of investment company where the primary objective is to achieve the same return as a particular market index. An ETF is similar to an index fund as both invest primarily in securities of companies of a selected market index. Unlike traditional mutual funds, which can only be redeemed at the end of a trading day, ETFs trade throughout the day on an exchange. Like stock mutual funds, ETF prices may be affected by the prices of the underlying securities and the overall market. ETF prices that track a particular sector may be affected by factors affecting that particular industry segment.

Note: Tax Consequences of Funds

When investors buy and hold an individual stock or bond, the investor must pay income tax each year on the dividends or interest the investor receives. However, the investor will not have to pay any capital gains tax until the investor actually sells and unless the investor makes a profit. Mutual funds are different. When an investor buys and holds mutual fund shares, the investor will owe income tax on any ordinary dividends in the year the investor receives or reinvests them. In addition to owing taxes on any personal capital gains when the investor sells shares, the investor may also have to pay taxes each year on the fund's capital gains. That is because the law requires mutual funds to distribute capital gains to shareholders if they sell securities for a profit that cannot be offset by a loss.

Types of Mutual Funds

Money Market Funds

Money market funds have relatively low risks compared to other mutual funds (and most other investments). By law, they can invest in only certain high quality, short term investments issued by the U.S. Government, U.S. corporations, and state and local governments. Money market funds try to keep their net asset value at a stable $1.00 per share. However, the NAV may fall below $1.00 if the fund's investments perform poorly. Investor losses have been rare, but they are possible. Money market funds pay dividends that generally reflect short term interest rates. Historically, the returns for money market funds have been lower than returns on bond or stock funds.

Inflation risk – Inflation may outpace the return on your investment. If that happens, the value of your money in terms of what you can purchase with it will be less than your initial investment.

Bond Funds

Bond funds generally have higher risks than money market funds, largely because they typically pursue strategies aimed at producing higher yields. Unlike money market funds, the SEC's rules do not restrict bond funds to high quality or short term investments. Because there are many different types of bonds, bond funds can vary dramatically in their risks and rewards.

Some of the risks associated with bond funds include the following:

Credit risk – A bond is essentially a loan. As with any loan, there is a risk that the borrower will be unable to repay the loan. For corporate bonds, the "borrower" is the corporation. For municipal bonds, the "borrower" is typically the city, county or state government.

Interest rate risk – Current interest rates can affect the current price of your bond investments because interest rates and bond prices have an inverse relationship like a see-saw. When interest rates rise, bond prices fall and vice versa.

Prepayment or reinvestment risk – Bonds are often referred to as “fixed income” because most of them pay you a fixed interest rate for the entire term of the loan regardless of current interest rates. Some bonds are callable meaning that the principal can be repaid early. This usually happens when current interest rates are much lower that the interest rate on the bond. If your principal is repaid when interest rates are low, you will not be able to reinvest that money at the same rate as your old bond.

Stock Funds

Although a stock fund’s value can rise and fall quickly (and dramatically) over the short term, historically stocks have performed better over the long term than other types of investments—including corporate bonds, government bonds, and treasury securities. Overall “market risk” poses the greatest potential danger for investors in stocks funds. Stock prices can fluctuate for a broad range of reasons—such as the overall strength of the economy or demand for particular products or services. Even interest rates can affect stock prices. In general, when stock prices are up, bonds are down. When bond prices are up, stocks are down. Analysts call this relationship “correlation”.

Alternative Investments

While this is not a type of mutual fund, it is important that you understand the terminology before you proceed to the discussion on Managed Futures Funds. An alternative investment is an investment product other than traditional stocks, bonds and cash. Many investment professionals use the term loosely, so you need to ask questions until you fully understand what they mean by the term. In general, alternative investments can include tangible assets (things you can touch like art, wine, antiques, coins, or stamps). It can also include certain financial assets like commodities, private equities, hedge funds, venture capital, and financial derivatives.

Many of these investments carry a high degree of risk. They may be relatively illiquid and require extensive analysis before purchasing. So how do these seemingly very risky investments fit into Cypress Point’s underlying philosophy of preserving your wealth and purchasing power?

Quite simply – they have a low correlation to traditional stocks and bonds. In other words, as stocks and bonds fluctuate like opposing ends of a teeter-totter with the bond end relatively stable and the stock end moving farther and faster, alternative investments “do their own thing”. When used in moderation, we believe alternative investments may lower the overall risk of your portfolio.

Managed Futures Funds (A Type of Alternative Investment)

A managed futures fund invests in strategies that trade derivative instruments including options, futures, forwards or spot contracts, each of which may be tied to commodities, financial indices and instruments, foreign currencies, or equity indices. Managed futures funds are subject to specific risks, depending on the nature of the fund. These risks could include liquidity risk, sector risk, and foreign currency risk, as well as risks associated with fixed income securities, commodities and other derivatives. The strategy of investing in underlying funds could affect the timing, amount and character of distributions to you and therefore may increase the amount of taxes you pay.

Some managed futures funds are collections of various underlying funds – a "fund of funds." Each underlying fund is subject to investment advisory and other expenses, which may include performance fees that would be indirectly paid by the managed futures fund. Your cost of investing in a fund of managed futures funds will be higher than the cost of investing directly in underlying funds and may be higher than other mutual funds that invest directly in stocks and bonds. Generally, the underlying funds will pay management fees that range from 0% to 2% of assets and performance fees that range from 10% to 35% of each underlying fund's returns. There could be periods in which fees are paid to one or more underlying fund managers even though the fund, as a whole, has a loss for the period.

Other Types of Investments We Have Recommended

Variable Universal Life

The firm may recommend variable universal life insurance policies sold by TIAA-CREF, which offers advisor class shares. The client authorizes Cypress Point to act as the investment advisor on the TIAA-CREF policy, and the client agrees to pay an advisory fee to Cypress Point either directly indirectly through TIAA-CREF or directly to Cypress Point.

Hedge Funds

Cypress Point may recommend that certain qualified or accredited clients participate in hedge fund products. Some of the hedge funds are managed by Norcap which sells out-of-the-money puts, calls or futures on the S&P 500 index. In addition to the inherent risk of hedge fund investing, an officer of Norcap is an investment advisory client of Cypress Point which creates a potential conflict of interest. Another hedge fund we may recommend is Braeside, a long/short equity fund focusing on small and micro-cap stocks, specializing in the $100 million and under market-cap space.

In addition, some of our family office clients participate in other hedge funds which are not suitable to our investment advisory clients.

Private Equity, Venture Capital Funds and Limited Partnerships

Our family office clients frequently invest in private equity and private equity funds. Private equity is an asset class consisting of equity and debt in operating companies that are not publicly traded on a stock exchange. This includes what is commonly referred to as "angel investing". Companies raising money through this method begin with a seed round (usually convertible debt) and progress through a series of equity rounds of fund raising. The ultimate goal of this type of investment is for the company to successfully sell to another company or become a publicly traded stock.

These opportunities are almost always brought to Cypress Point by the client. Our role is to coordinate documents and assist the client with wiring instructions. In certain instances, we may be asked to "sit at the table" with the client during the due diligence process or even take the initial meeting as part of a screening process. Our role is contractually limited and well defined over time with the client. Although these clients are capable of evaluating this high risk class of investments without our assistance, they often value having a third party ask the difficult questions. When these opportunities are brought to the client by friends, family or key business relationships, we are sometimes positioned to "be the bad guy" thereby allowing the client to maintain the personal relationship.

Risk Disclosure: Alternative investment products, including real estate investments, hedge funds and private equity, involve a high degree of risk, often engage in leveraging and other speculative investment practices that may increase the risk of investment loss, can be highly illiquid, are not required to provide periodic pricing or valuation information to investors, may involve complex tax structures and delays in distributing important tax information, are not subject to the same regulatory requirements as mutual funds, often charge high fees which may offset any trading profits, and in many cases the underlying investments are not transparent and are known only to the investment manager.

Alternative investment performance can be volatile. An investor could lose all or a substantial amount of his or her investment. Often, alternative investment fund and account managers have total trading authority over their funds or accounts; the use of a single advisor applying generally similar trading programs could mean lack of diversification and, consequently, higher risk.

There is often no secondary market for an investor's interest in alternative investments, and none is expected to develop. There may be restrictions on transferring interests in any alternative investment.

Some alternative investment products execute a substantial portion of their trades on non-U.S. exchanges. Investing in foreign markets may entail risks that differ from those associated with investments in U.S. markets. Additionally, alternative investments can entail commodity trading, which involves substantial risk of loss.

Philosophy of Investing

In big-picture terms, we manage risk by determining an appropriate asset allocation based on your goals, objectives, time horizon and risk tolerance then diversifying the holdings in your portfolio based on that allocation. By asset allocation, we mean the balance between stocks, bonds, cash and alternative investments. We achieve diversification through a variety of mutual funds and ETFs. We may include some investments that are volatile because they have the potential to increase dramatically in value and outpace inflation. This is intended to preserve the purchasing power of your portfolio. Volatile investments are offset by other more stable investments. The concept of minimizing risk by combining volatile and price-stable investments in a single portfolio is called Modern Portfolio Theory.

For further information on the basics of investing and risk, we urge you to visit these investor education websites: http://www.sec.gov/investor and http://www.finra.org/Investors/index.htm.

Section 9: Disciplinary Information

Neither Cypress Point, nor any of our employees, has had any civil or criminal actions brought against them for professional services provided, no proceedings before the SEC or any other federal, state or foreign financial regulatory agencies or authorities. In addition, neither Cypress Point, nor any of its employees, has been involved in any proceedings before a self-regulatory organization.

Section 10: Other Financial Industry Activities and Affiliations

In regard to our financial planning services, we previously offered insurance products as an accommodation to our clients for which we received a commission. This presented a potential conflict of interest to the extent that it gave us an incentive to recommend investment products based on the compensation received, rather than on a client's needs.

As a firm, we made a decision not only to be transparent in our fees but also to remove potential or perceived conflicts of interest. Therefore, we did not renew our insurance licenses and will no longer offer that service to any current or future clients.

Section 11: Code of Ethics
Participation or Interest in Client Transactions and Personal Trading

Cypress Point has adopted a Code of Ethics for all employees describing our standard of business conduct and fiduciary duty to our clients. This Code of Ethics includes provisions relating to the confidentiality of client information, a prohibition on insider trading, restrictions on the acceptance of significant gifts, and personal securities trading procedures among other things. All employees must acknowledge the terms of the Code of Ethics annually, or as amended.

Employees of Cypress Point may buy, sell or hold the same securities in their personal accounts that are recommended to and purchased for our clients. The Code is designed to assure that our employees' personal securities transactions will not interfere with our responsibility to make decisions in the best interest of our advisory clients. It also guides how we implement those investment decisions while also allowing employees to invest for their own personal portfolios.

Our Code of Ethics requires pre-clearance of certain transactions, such as private placements and initial public offerings. Nonetheless, because in some circumstances our code would permit employees to invest in the same securities as clients, there is a possibility that employees might benefit from market activity by a client in a security held by an employee. This in and of itself creates a potential conflict of interest. Employee trading is monitored to reasonably prevent conflicts of interest between Cypress Point and its clients.

Cypress Point's Code of Ethics is available to any client or prospective client upon request.

Today, we often hear about the "fiduciary standard" being debated in the financial services industry. One definition of a fiduciary is a person who has a relationship of high trust or confidence with respect to another person such that the law imposes greater than normal responsibilities on the fiduciary for honesty, integrity, candor, and scrupulous good faith even if it means sacrificing their own interests in deference to the other person. The definition currently used by the Certified Financial Planner Board of Standards is "one who acts in utmost good faith, in a manner he or she reasonably believes to be in the best interest of the client."

While we attempt to live up to that high standard and to identify and limit potential conflicts of interest before they occur, at times there are events no one can foresee. As with any ethical dilemma, we try to look at the issue from all perspectives (affected client, other clients, Cypress Point, our employees, governing rules and regulations).

Below are two examples of how we identified and resolved potential conflicts of interest while trying to do what we believed to be in the best interest of the client. These examples are provided to show the manner in which we might resolve future conflicts of interest – especially ones pertaining to our participation or interest in client transactions.

Example One: In 2008, many of our clients owned auction rate securities. When these securities became illiquid in February of that year, a client holding these securities had an urgent need for cash. This circumstance was not covered by our Code of Ethics.

In this instance, even though we previously stated in our SEC disclosure materials that we do not enter into agency cross transactions (where one client buys or sells to another client) or principal transactions (where we as a company buy or sell to a client), we decided it was the best course of action in this specific circumstance and amended our disclosures accordingly to be able to accommodate the client.

Essentially, the client who needed cash sold the auction rate security to another client who understood the risks of owning the security and was willing to hold the security until it matured. This is an agency cross transaction. Both clients acknowledge in writing their understanding of the transaction including the risks involved with illiquid securities. The trade was executed by their custodian, a qualified broker-dealer, on a specific day and in a specific manner outlined in the security's prospectus. Finally, a trade confirmation was mailed to each client directly by the broker-dealer.

While we do not anticipate arranging future transactions between two clients, we did purchase similar illiquid assets directly from clients. Also, we have assisted clients in arranging the sale of their auction rate securities through Second Market, a centralized marketplace and auction platform for illiquid assets. There is an inherent conflict of interest when we act as one of the two principal parties in a transaction with a client or when an advisor acts as the agent clearing a transaction. To limit these conflicts of interest, we made the decision not to charge a management fee for illiquid auction rate securities and not to receive compensation from Second Market or any broker-dealer on the sale of these securities.

Example Two: Jimmy Kull was given the opportunity to invest $100,000 in a limited partnership set up by a client for the sole purpose of acquiring illiquid shares of a private social networking company. Due to the popularity of that company and unusual opportunity offered by this client, Jimmy wanted to allow several qualified clients to invest along with him.

The client who created the partnership personally invested over 70% of the total amount. Cypress Point was not compensated for this investment and did not charge an investment advisory fee for this asset to any client. Cypress Point charged the original client for services related to the partnership as part of the family office services we provided to that client. This fee would have been charged regardless of any other client's participation.

Section 12: Brokerage Practices

The Custodian and Brokers We Use

We do not maintain custody of your assets that we manage; although we may be deemed to have custody of your assets if you give us authority to withdraw assets from your account (see Section 15 – Custody, below). Your assets must be maintained in an account at a "qualified custodian," generally a broker-dealer or bank.

We currently recommend that our clients use Charles Schwab, TD Ameritrade or Fidelity ("your custodian"), registered broker-dealers, members SIPC, as their qualified custodian. We are independently owned and operated and are not affiliated with Schwab, TD Ameritrade or Fidelity. Your custodian will hold your assets in a brokerage account and buy and sell securities when we instruct them to.

While we recommend that you use one of these firms as custodian/broker, you will decide whether to do so and will open your account with your choice of custodian by entering into an account agreement directly with them. We do not open the account for you, although we may assist you in doing so. Even though your account is maintained at Schwab, TD Ameritrade or Fidelity, we can still use other brokers to execute trades for your account as described below (see "Your Brokerage and Custody Costs").

How We Select Brokers/Custodians

We seek to recommend a custodian/broker who will hold your assets and execute transactions on terms that are, overall, most advantageous when compared to other available providers and their services. We consider a wide range of factors, including, among others:

- Combination of transaction execution services and asset custody services (generally without a separate fee for custody)
- Capability to execute, clear, and settle trades (buy and sell securities for your account)
- Capability to facilitate transfers and payments to and from accounts (wire transfers, check requests, bill payment, etc.)
- Breadth of available investment products (stocks, bonds, mutual funds, exchange-traded funds also known as ETFs, etc.)
- Availability of investment research and tools that assist us in making investment decisions
- Quality of services
- Competitiveness of the price of those services (commission rates, margin interest rates, other fees) and willingness to negotiate the prices
- Reputation, financial strength, and stability
- Prior service to us and our other clients
- Availability of other products and services that benefit us, as discussed below (see "Products and Services Available to Us From Schwab and TD Ameritrade")

Your Brokerage and Custody Costs

For our clients' accounts that Schwab, TD Ameritrade or Fidelity maintain, they generally do not charge you separately for custody services but are compensated by charging you commissions or other fees on trades that they execute or that settle into your brokerage account. For some accounts, they may charge you a percentage of the dollar amount of assets in the account in lieu of commissions.

Their commission rates and asset-based fees applicable to our clients' accounts were negotiated based on the condition that our clients collectively maintain a total of at least $10 million of their assets in accounts at Schwab. TD Ameritrade has currently waived any collective minimum asset level although this may change in the future. This commitment benefits you because the overall commission rates and asset-based fees you pay are lower than they would be otherwise.

Although we have the ability to buy or sell securities at a different broker-dealer and have one of our preferred brokers settle that trade (known as a "prime broker" or "trade away" transaction), we do not use this arrangement. Not only is it unnecessary for our style of investing, but any additional fees your custodian may charge to settle the transaction would be inconsistent with our duty to seek "best execution" of your trades. Best execution means the most favorable terms for a transaction based on all relevant factors, including those listed above (see "How We Select Brokers/Custodians").

Products and Services Available to Cypress Point from Brokerage Firms

Schwab Advisor Services™ (formerly called Schwab Institutional®) is Schwab's business serving independent investment advisory firms like us. They provide us and our clients with access to its institutional brokerage services—trading, custody, reporting, and related services—many of which are not typically available to Schwab retail customers. Schwab also makes available various support services.

Some of those services help us manage or administer our clients' accounts, while others help us manage and grow our business. Schwab's support services generally are available on an unsolicited basis (we don't have to request them) and at no charge to us as long as our clients collectively maintain a total of at least $10 million of their assets in accounts at Schwab. If our clients collectively have less than $10 million in assets at Schwab, Schwab may charge us quarterly service fees of $1,200. Following is a more detailed description of Schwab's support services:

Services That Benefit You. Schwab's institutional brokerage services include access to a broad range of investment products, execution of securities transactions, and custody of client assets. The investment products available through Schwab include some to which we might not otherwise have access or that would require a significantly higher minimum initial investment by our clients. Schwab's services described in this paragraph generally benefit you and your account.

Services That May Not Directly Benefit You. Schwab also makes available to us other products and services that benefit us but may not directly benefit you or your account. These products and services assist us in managing and administering our clients' accounts. They include investment research, both Schwab's own and that of third parties. We may use this research to service all or a substantial number of our clients' accounts, including accounts not maintained at Schwab. In addition to investment research, Schwab also makes available software and other technology that:

- Provide access to client account data (such as duplicate trade confirmations and account statements)
- Facilitate trade execution and allocate aggregated trade orders for multiple client accounts
- Provide pricing and other market data
- Facilitate payment of our fees from our clients' accounts
- Assist with back-office functions, recordkeeping, and client reporting

Services That Generally Benefit Only Cypress Point. Schwab also offers other services intended to help us manage and further develop our business enterprise. These services include:

- Educational conferences and events
- Consulting on technology, compliance, legal, and business needs
- Publications and conferences on practice management and business succession
- Access to employee benefits providers, human capital consultants, and insurance providers

Schwab may provide some of these services itself. In other cases, it will arrange for third-party vendors to provide the services to us. Schwab may also discount or waive its fees for some of these services or pay all or a part of a third party's fees. Schwab may also provide us with other benefits, such as occasional business entertainment of our personnel.

Our Interest in Schwab's Services

The availability of these services from Schwab benefits us because we do not have to produce or purchase them. We don't have to pay for Schwab's services so long as our clients collectively keep a total of at least $10 million of their assets in accounts at Schwab. Beyond that, these services are not contingent upon us committing any specific amount of business to Schwab in trading commissions or assets in custody.

The $10 million minimum may give us an incentive to recommend that you maintain your account with Schwab, based on our interest in receiving Schwab's services that benefit our business rather than based on your interest in receiving the best value in custody services and the most favorable execution of your transactions. This is a potential conflict of interest.

We believe, however, that our selection of Schwab as one of our custodians and brokers is in the best interests of our clients. Our selection is primarily supported by the scope, quality, and price of Schwab's services (see "How We Select Brokers/Custodians") and not Schwab's services that benefit only us.

We have over $200,000,000 in client assets under management at Schwab, and we do not believe that recommending our clients to collectively maintain at least $10 million of those assets at Schwab in order to avoid paying Schwab's quarterly service fees presents a material conflict of interest.

Section 13: Review of Accounts

In his role as Chief Compliance Officer Jimmy Kull conducts sample reviews of managed accounts at least quarterly. In addition, William Taylor and Jerry Mallonee in their capacity as client relationship managers have direct responsibility for client service. They review all investment supervisory accounts frequently but at least quarterly. All clients are encouraged to meet with the firm at least annually. Additional reviews may be triggered by events such as a client meeting, change in a client's risk tolerance, financial position or investment objective, change in a company or fund's management, unusual market or economic circumstances or other unforeseen events.

<u>You are encouraged to keep us informed about any changes in your financial situation so that we may take appropriate action.</u>

For financial planning services, at least one (but typically both) of the principals reviews all financial planning client analyses and recommendations. Reviews are based on a confirmation of clients' objectives and the appropriateness of recommendations to the achievement of those objectives. Periodic subsequent reviews are conducted on an "as needed" basis.

Section 14: Client Referrals and Other Compensation

We receive an economic benefit from Schwab, TD Ameritrade and Fidelity in the form of the support products and services they make available to us and other independent investment advisors whose clients maintain their accounts at these brokerage firms.

These products and services, how they benefit us, and the related conflicts of interest are described above (see Item 12 – Brokerage Practices). The availability to us of these products and services is not based on our giving particular investment advice, such as buying particular securities for our clients.

Section 15: Custody

Deemed Custody – Deduction of Fees from Your Brokerage Account

Even though your qualified custodian maintains physical custody of your assets, Cypress Point is deemed to have custody of your assets if, for example, you authorize us to instruct your brokerage firm to deduct our advisory fees directly from your brokerage account. For assets that we directly manage, Schwab, TD Ameritrade or Fidelity is your custodian for general investments and American Funds or Vanguard is your custodian for your children's 529 college savings accounts. You will receive account statements directly from your custodian at least quarterly. They will be sent to the email or postal mailing address you provided to your custodian. You should carefully review those statements promptly when you receive them. We also urge you to compare your brokerage account statements to the periodic portfolio reports you may receive from us.

Other Types of Custody Subject to Outside Audit

Many of our clients ask us to consult on assets we do not directly manage. This is often done through a financial planning, family office or hourly consulting arrangement. Some clients provide their login credentials to websites containing information on those assets.

Examples of this may include login credentials to your checking, savings and credit card accounts so that we can download and analyze your spending or login credentials to your employer's 401(k) website so that we can adjust the asset allocation on the portfolio we manage to include your outside retirement assets.

To the extent that those financial institution websites allow us to transfer funds, change addresses or beneficiary designations, we are deemed to have custody of those assets. At times, this information is provided at our request. Sometimes, however, it is provided without our prior consent. In these days of identity theft, we urge you to safeguard your information and not email it to anyone including Cypress Point. We also ask you to not send your login information to anyone at Cypress Point without our prior approval.

We would not normally agree to act as a trustee or power of attorney for a client because we believe this type of fiduciary obligation carries far too much responsibility for the typical client-advisor relationship. In the case of our family office clients, we have agreed to act in these fiduciary capacities under certain circumstances.

In compliance with SEC rules and regulations, we are required to hire an independent audit firm to conduct an annual surprise inspection of all custody assets. Currently, our being able to deduct our fee directly from your brokerage account is exempt from this audit so long as we follow certain guidelines.

Section 16: Investment Discretion

Our investment advisory agreement provides that you grant complete investment discretion to Cypress Point. This limited power of attorney allows us to determine both the securities purchased and sold and the amounts of those purchases and sales. You may limit or restrict our discretion in writing. Typical restrictions a client may place on an advisor include not allowing the advisor to purchase "sin stocks" like alcohol and tobacco companies or stocks in countries that have humanitarian rights violations.

Section 17: Voting Client Securities

In accordance with our policies and procedures, Cypress Point does not have any authority to and does not vote proxies on behalf of advisory clients. You retain the responsibility for receiving and voting proxies for any and all securities maintained in your portfolio. If you do not understand what you are being asked to vote on, we will discuss the issues with you at your request to allow you to make an informed investment decision.

Section 18: Financial Information

No financial conditions exist that are reasonably likely to impair our ability to meet contractual commitments to clients. Since we do not require our clients to prepay their management fees six months or more in advance, we are not required to provide audited financial statements.

Section 19: Requirements for State-Registered Advisers

Not applicable.

General Information

Privacy Policy

Maintaining the confidentiality of your personal financial information is very important to Cypress Point. We may collect several types of nonpublic personal information about you including information from forms you may fill out and send to us in connection with an advisory account (such as name, address, and social security number); information you tell us verbally; information about the amount you have invested in an advisory account; and information about any bank account you may use for transfers between a bank account and an advisory account.

Cypress Point will not sell or disclose your personal information to anyone except as permitted or required by law. For example, information collected may be shared with the independent auditors in the course of the annual audit of Cypress Point. We may also share this information with our legal counsel as deemed appropriate and with regulators. Finally, we may disclose information at your request (for example, by sending duplicate account statements to someone you designate).

Cypress Point also engages other professional advisors (i.e., attorneys, accountants, other financial professionals) from time to time in a consulting capacity. Such advisors may be allowed access to your personal information in order to conduct their analyses and make recommendations. You can request that such information not be shared at any time by notifying us in writing.

Within Cypress Point, access to your information is restricted to those employees who need to know the information in order to service your accounts. Our employees are trained to follow our procedures to protect your privacy and are instructed to access information about you only when they have a business reason to obtain it.

We reserve the right to change this privacy policy in the future, but we will not disclose your nonpublic personal information except as required or permitted by law without giving you an opportunity to instruct us to the contrary.